



Small Business Assistance Conference

**Latest
Information and
Resources
to Help
You Meet
Environmental
Requirements**

Reference Binder



South Coast Air Quality Management District
21865 Copley Drive
Diamond Bar, CA 91765

Cleaning the air that we breathe...

Small Business Assistance Conference



Dear Conference Attendee:

I want to thank you for attending the South Coast Air Quality Management District's Small Business Assistance Conference. We worked hard to provide you with the latest information and resources to help you comply with local, state and federal environmental requirements. Between the presentations and the exhibits, I trust we succeeded.

In addition to the notebook you received during the conference we are providing you with this additional reference binder, which contains presentations or comments from the expert panelists and the presenters who participated in the panel discussions and break-out sessions.

Keep these two items handy as you go about your day-to-day operations. The information they contain will help you better understand and comply with environmental regulations. The topics of energy, clean/green technologies, compliance and financial assistance are important to all small business owners. Thank you for doing your part to clean the air and helping to improve our quality of life here in Southern California.

Sincerely,

Cynthia Verdugo-Peralta
Governor's Appointee to the
South Coast Air Quality Management District's
Governing Board

Small Business Assistance Conference



Cynthia Verdugo-Peralta
AQMD Governing Board Member
Small Business Assistance Conference Welcome

On behalf of my fellow Board members, thank you for being here with us today. This promises to be an educational day focused on issues of critical importance to small business owners as well as managers. We are here today to hear about the latest environmental requirements for air quality, water quality and toxic waste for your business – how to meet them and what type of technological and financial resources are available to you. This event holds special meaning to me personally since I am a small business owner, in addition to serving on the AQMD Board. The AQMD is committed to achieving clean air in a matter that is sensitive to the needs of small business owners.

As an AQMD Board representative to the Ethnic Community Advisory Group and the Local Government and Small Business Assistance Group I have worked to address a number of issues that small businesses have and need, including technical and financial assistance. In my visits with business owners I have often heard their desire for a conference like this one here today was very much so needed. AQMD is pleased to host this conference and host environment agencies, energy companies and business service providers in a comprehensive forum to address the needs of small businesses. AQMD places a high priority on small businesses because we recognize their importance to the economy of Southern California. We also recognize that most small businesses willingly do their part to help protect the safety of the 15 million people who work, live and play in this four-county area.

The fact that you have taken valuable time away from your business to be here today demonstrates that you do not take your environmental responsibilities lightly. In conjunction with my fellow AQMD Board members, it is our commitment to all small businesses in the basin to bring the most current information on environmental regulations and financial and technical assistance to your attention. By being aware of new regulations, ensuring compliance and by incorporating cleaner technologies your business will be helping to protect the health of your fellow residents.

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Alberto G. Alvarado
District Director
U.S. Small Business Administration, Los Angeles Office

Following excerpts are from Mr. Alvarado's opening speech...

There are three points I will focus on today. They are:

- The value of entrepreneurship to our society and economy
- The state of our economy; and
- Suggestions for going forward.

Studies show that small businesses are the fastest growing segment of the American economy. Small businesses owned by minorities and women are growing at three times the rate, making them the fastest growing segment. Small businesses also are responsible for the creation of 80 percent of all new jobs; and their hiring practices are focused on local neighborhoods. Businesses owned by minorities, hire minorities.

The diversity of our area propels our growth. Over the past decade our area has experienced 60 percent growth. And investors continue to put money into our region because of that growth.

Some businesses or industries continue to thrive and expand because they pay attention to shifts and trends in the region's economy. Don't get caught not ready for the game. Pay attention to the trends or shifts in the local economy and be mindful of opportunities for growth. Also, take advantage of sessions such as AQMD's Small Business Assistance Conference to network and to learn about the tremendous services available to you

Small Business Assistance Conference



Agenda

Monday, October 21, 2002

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| 8:00 a.m. | Registration & Continental Breakfast | Auditorium |
| 8:30 a.m. | Welcome

<i>Cynthia Verdugo-Peralta</i> , Governor's Appointee
South Coast Air Quality Management District
Governing Board | |
| 8:45 a.m. | Opening Speaker
<i>Alberto G. Alvarado</i> , District Director
U.S. Small Business Administration, Los Angeles Office | |
| 9:15 a.m. | Compliance Assistance Programs
<u>Moderator</u>
<i>Pom Pom Ganguli</i> , Public Advisor
South Coast Air Quality Management District

<u>Panelists</u>
<i>Karen Brown</i> , Small Business Ombudsman
U. S. Environmental Protection Agency

<i>Sonya Blake</i> , Director
Governor's Office of the Advocate for Small Business

<i>Gerri Stryker</i> , Director, Inland Empire Permit Assistance Center
California Environmental Protection Agency

<i>Kathleen Tschogl</i> , Ombudsman
California Air Resources Board | |
| 10:30 a.m. | Break & Exhibitors | |

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- 11:00 a.m. Environmental Justice Update**
Oscar Abarca, Assistant Deputy Executive Officer, Public Affairs
South Coast Air Quality Management District
- Sandra Salazar-Thompson*, Director of Environmental Justice
Governor's Office of Planning and Research
- Romel Pascual*, Assistant Secretary for Environmental Justice
California Environmental Protection Agency
- 12:00 p.m. Lunch and Keynote Speaker Room GB**
Maria Contreras-Sweet, Secretary
California Business, Transportation, and Housing Agency
- 1:15 p.m. Compliance Deadlines and Upcoming Rules Auditorium**
Moderator
Matt Haber, Senior Energy Advisor
U. S. Environmental Protection Agency, Region IX
- Panelists
Mohsen Nazemi, Assistant Deputy Executive Officer, Engineering & Compliance
South Coast Air Quality Management District
- Dan Radulescu*, Water Resources Control Engineer
Los Angeles Regional Water Quality Control Board
- Paul Martyn*, Head of Industrial Waste Section
Sanitation Districts of Los Angeles County
- Florence Gharibian*, Branch Chief, Statewide Compliance Division
California Department of Toxic Substances Control

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Agenda

2:00 p.m. BREAK-OUT SESSIONS

I. Update on the Energy Scenario

Auditorium

Moderator

Woodrow W. Clark II, Senior Policy Advisor, Energy Reliability
Governor's Office of Planning & Research

Panelists

Stephanie Hamilton, Manager
Southern California Edison

Don Cunningham, Director of Efficiency Solutions
Los Angeles Department of Water and Power

Chris Goff, Market Consultant
Southern California Gas Company

Terrance O'Brien, Deputy Director
Systems Assessment and Energy Facility Siting
California Energy Commission

Gregory E. Danenhauer, Vice President of Engineering
Parker Boilers

2. Clean/Green Technologies

Room CC-6

Moderator

Chung, Liu, Deputy Executive Officer, Science and Technology Advancement
South Coast Air Quality Management District

Panelists

Katy Wolf, Executive Director
Institute for Research and Technical Assistance

Wade Potter, Director of Research and Development
Alternative Materials Technology

Adam Halsband, Sales and Marketing Manager
Envirocure

Deborah Davis, President
Cleaner By Nature, Inc.

Rita Loof, Director of Environmental Affairs
RadTech International, North America

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3. Air, Water, Waste Compliance

Room CC-2

Moderator

Detrich Allen, General Manager
City of Los Angeles, Environmental Affairs Department

Panelists

Ed Pupka, Senior Manager, Engineering and Compliance
South Coast Air Quality Management District

Paul Martyn, Head of Industrial Waste Section
Sanitation Districts of Los Angeles County

Dan Radulescu, Water Resources Control Engineer
Los Angeles Regional Water Quality Control Board

Florence Gharibian, Branch Chief, Statewide Compliance Division
California Department of Toxic Substances Control

4. Financial Assistance

Room CC-8

Moderator

Pom Pom Ganguli, Public Advisor
South Coast Air Quality Management District

Panelists

Rick Kresser, Chief of Finance
U. S. Small Business Administration

Richard Meyer, Satellite Manager, Eastern Los Angeles County
Small Business Development Center

Karen Newquist, Program Manager
California Capital Access Program

Forescee Hogan-Rowels, President & CEO
Community Financial Resource Center

Armando Romero, Vice President, Relationship Manager
Community Bank

Steve Levine, Syndications Manager
Quail Capital Corporation

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3:30 p.m.	Breakout Session Wrap-Up	Auditorium
	<i>Woodrow W. Clark II</i> , Senior Policy Advisor, Energy Reliability Governor's Office of Planning & Research	
	<i>Chung Liu</i> , Deputy Executive Officer, Science and Technology Advancement South Coast Air Quality Management District	
	<i>Detrich Allen</i> , General Manager City of Los Angeles, Environmental Affairs Department	
	<i>Pom Pom Ganguli</i> , Public Advisor South Coast Air Quality Management District	
4:00 p.m.	Closing Remarks	
	<i>Cynthia Verdugo-Peralta</i> , Governor's Appointee, South Coast Air Quality Management District Governing Board	